



KingFishMedia



..... Case Study **The On Wall Street
Branch Manager Awards**

2008-2010



ON WALL STREET MAGAZINE AND KING FISH TEAMED UP TO CREATE AN AWARDS PROGRAM AND SUPPORTING MEDIA.

King Fish Media Case Study THE ON WALL STREET MANAGER AWARDS

An established brand launches a media channel for a top client to acquire and retain customers, utilizing a multi-platform approach that leverages live events and primary market research.

Objective

MainStay Investments (a division of NY Life) was looking for a creative way to learn more about its customers and to get closer to key investment company branch managers across major investment firms in the U.S. (i.e. Smith Barney, Morgan Stanley, Merrill Lynch, Wachovia, etc). The company selected Source Media's *On Wall Street* Magazine, the premier publication for the investment advisor community, as a media partner for a program to recognize individual excellence in branch management. The strategic media decision to align with an industry-leading brand gave the program instant credibility.

In turn, *On Wall Street* Magazine partnered with King Fish Media to create an awards program and supporting media to help MainStay achieve its two main objectives: attract investment bank branch managers and foster new relationships between MainStay sales teams and the branch managers.

KING FISH was hired to achieve MainStay's two main objectives: attract investment bank branch managers and foster new relationships between MainStay's sales teams and branch managers.



THE 2009 ON WALL STREET'S BRANCH MANAGER AWARDS AD CAMPAIGN.



THE BRANCH MANAGER AWARDS INVITATION

KING FISH is responsible for conceptualizing and executing the entire production of the event, including research, marketing collateral, marketing strategy, and event management.

Leveraging *On Wall Street's* database and trusted brand, the awards program was created to honor excellence and achievement in branch management—with a broader goal of identifying key branch managers as well as securing in-person meetings with those individuals.

The criteria for managers to be considered included:

- Commitment to excellence in creating an effective and competitive branch-wide marketing strategy
- Ability to identify, recruit, develop, retain, and reward talented advisors
- Dedication to the goal of providing superior client service

Execution

Each fall, King Fish creates a microsite (bma.onwallstreet.com) where financial advisors can nominate branch managers. The nomination process lasts six weeks, from October through mid-November.

To drive nominations, King Fish creates print ads for *On Wall Street* magazine and banner ads for the magazine's website (www.onwallstreet.com). In addition, an HTML email promotion is sent to *On Wall Street* subscribers.

A panel of judges, recruited by *On Wall Street* Editor-in-Chief Fran McMorris, selects 100 finalists based on the application results. These finalists take part in a phone evaluation as part of a comprehensive research project (each finalist is subsequently visited by MainStay sales representatives, who present them with award plaques). The judges then analyze the results of the interviews and select 10 winners. King Fish compiles the results, prepares an Executive Summary and then presents a comprehensive research study to MainStay.



SIGNAGE FOR THE ON WALL STREET BRANCH MANAGER AWARDS AT WHICH WAS HELD AT THE PORTER HOUSE RESTAURANT IN NEW YORK.



THE ON WALL STREET BRANCH MANAGER AWARDS PROGRAM



ON WALL STREET BRANCH MANAGER'S AWARD CEREMONY PROGRAM.

The awards program culminates in a live ceremony honoring the winners. King Fish is responsible for conceptualizing and executing the entire production of the event, including research, marketing collateral, marketing strategy, and event management.

The winners are invited to an exclusive dinner in New York City. The first-year ceremony was held at Craft Restaurant, where Chef Tom Colicchio (the star of TV's *Top Chef*) created a custom menu and served as the event's keynote speaker. Colicchio's talk made comparisons between running a top restaurant and managing an investment company branch, emphasizing great customer service and recruiting and retaining top talent. The winners placed high value on the personal touch and time spent with Colicchio.

The second-year event was held at PorterHouse, where Chef/Owner Michael Lomanaco created a custom menu and gave an inspiring talk to the honorees. His theme centered around corporate citizenship, and his efforts to launch and fund the Windows on the World Foundation. The third year was held at Del Posto, featuring guest speaker and owner—Lidia Bastianich, best-selling cookbook author, restaurateur, and the star of a nationally syndicated cooking show on public television.

THE WINNERS

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Results

The *On Wall Street* Branch Manager Awards are a unique customer solution, empowering MainStay to make key sales contacts while increasing the brand's visibility among this lucrative segment. Using an awards/event format as its medium enabled MainStay's top executives, including its CEO, to spend over three hours with the 10 top nominees and their respective management teams. These branch managers represent tens of millions of dollars in annual production and hundreds of millions of dollars in assets under management. Converting any of these branch managers into a MainStay customer will result in a significant new source of revenue for the company.

Of equal importance, MainStay field sales executives annually conduct 100 face-to-face meetings throughout the U.S. with the finalists, each of whom has the ability to purchase MainStay investment products for their clients in their branches. And finally, *On Wall Street* created a new editorial franchise for their print publication and web site, and has firmly established these awards as an annual event.

The *On Wall Street* Branch Manager Awards are an excellent example of a custom media program that allows a premier media brand to expand an existing relationship with its readership outside the pages of the magazine. The awards program effectively identifies a client's marketing/sales needs and responds with a unique solution that brings the magazine's client closer to its own customers. ●

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